Announcing evolutionary typesetting.

Linoterm™

from

Mergenthaler Linotype

Charles Darwin would have approved of Linoterm. Because this is the evolutionary small typesetting system that can actually adapt to keep your operation in top competitive form for years to come.

Linoterm brings a Darwinian dimension to small typesetting systems.

Linoterm is a small typesetting system that gives you unmatched capabilities to start — and that is just the beginning. Because Linoterm will also adapt and evolve, it can incorporate future capabilities that will keep you in top competitive form for many years.

Mergenthaler's Linoterm Typesetting System offers you a fresh and comprehensive solution to a problem that has challenged us all: outdated capability.

When you own this system, you will no longer worry about a "next" model with new word-management and editing capabilities. Because the Linoterm you buy today can easily incorporate tomorrow's developments.

A diskette-programmable microprocessor makes it all possible.

At the system's heart is a completely programmable computer that **you** can instantly reprogram. All you do is insert a low cost floppy diskette with the latest program on it. The diskette automatically adds the new function. Your Linoterm has evolved to a new and higher level of capability.

Because Linoterm gives you this evolutionary feature, your operation acquires a degree of long-term competitive efficiency that no comparable small typesetting system offers.

Unmatched capabilities from the start.

"Small system" accurately describes Linoterm's physical dimensions (about the same floor space as an executive desk) but certainly not its performance. Linoterm gives you features formerly available only on sophisticated large systems.

This system encompasses all of the power of one of the most advanced input and editing terminals available, the latest diskette storage and retrieval technology, and the high quality of the optical system used in our Linocomp 2.

The result is big performance that eliminates the objections you had to former small systems: too limited, too complicated, too little output quality and too expensive.

More jobs more profitably.

With Linoterm, you can start thinking of unmatched front-end capability that makes it possible for you to:

1. Handle a wider range of jobs than any other small system could manage — even foreign languages, mathematical, and scientific jobs can be handled easily and profitably.

2. Input and edit one job at the same time another is being typeset, even if the two jobs call for different type faces — because Linoterm is the only small system with true multi-mode operation.

3. Edit faster, more efficiently and accurately — because only Linoterm has a split-screen format, which is like having two terminals in one.

4. Add a second disk drive, which can double your capacity and greatly increase throughput productivity. (There is also an optional 4K refresh memory.)

5. And, of course, you can add future word-management and editing developments as soon as they're released on floppy diskettes. Diskettes are the key to Linoterm's evolutionary capability.

Best of all, a low price.

Before Linoterm, systems that offered even less capability ranged from about 30 to 50 thousand dollars. A Linoterm, including 5 lenses, costs just a fraction of the price of those earlier systems. The price is so low, companies that couldn't consider a system before, can easily afford an evolutionary Linoterm Typesetting System from Mergenthaler.

Low cost floppy diskettes with the latest programs hold the key to Linoterm's expandability. They automatically add new functions to the system.

DISKETTE NO
diskette

This is all it will take to update the Linoterm Typesetting System's word-management capability. You'll just insert a floppy diskette that will automatically reprogram Linoterm's microprocessor to incorporate new developments. Simple.

Only Linoterm's diskette technology offers evolutionary word-management capabilities.

Linoterm word-management employs the most advanced floppy diskette technology available, 16 unique format keys, and instant incorporation of future developments. The result is unequaled front-end performance — present and future.

Information about earlier small typesetting systems rarely said much about the benefits of true word-management functions. Instead, most attention was paid to certain editing features, keyboard organization, isolated processing or output characteristics.

However, the excellence of a typesetting system cannot be measured by features singled out from the total system. Your operating efficiency depends on the interrelated performance of all of the system's functions — and word management, which includes storage, retrieval, filing and formatting, is a principal function that can make substantial contributions to productivity.

But there was good reason why other systems downplayed word management. Since most of them used paper tape or magnetic tape or cassettes, word management was awkward, time consuming and inefficient when compared to diskette management.

Linoterm's word-management functions, employing the latest diskette technology combined with 16 special format keys (see picture and caption below), dramatically improves the word-management capability to increase the cost-effectiveness of your operation.

Wasted time turns into productive time.

One of the worst things about earlier word management was the amount of time it wasted on mindless busy work — labelling jobs, storing jobs, hunting for paper-tape rolls, loading and reloading tapes to find the job you wanted, trying to find lost jobs, going through complicated keystroke and loading steps to get to the right file.

With diskette technology, Linoterm eliminates all of those wasted hours of busy work. In addition, there is far less danger of downtime because a diskette cannot be damaged — even if it's improperly loaded.

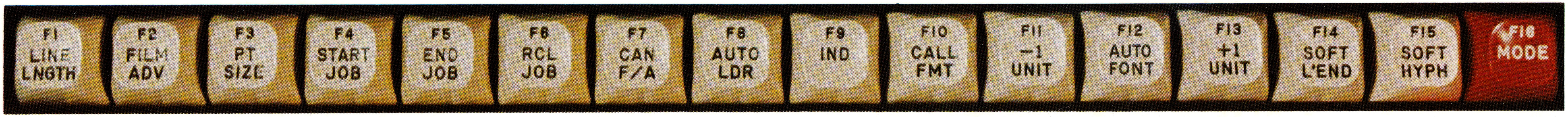
Linoterm eliminates much of the wasted handling time and downtime generated by earlier word-management technology. Now the time that's saved can be used for productive work.

The end of a storage problem.

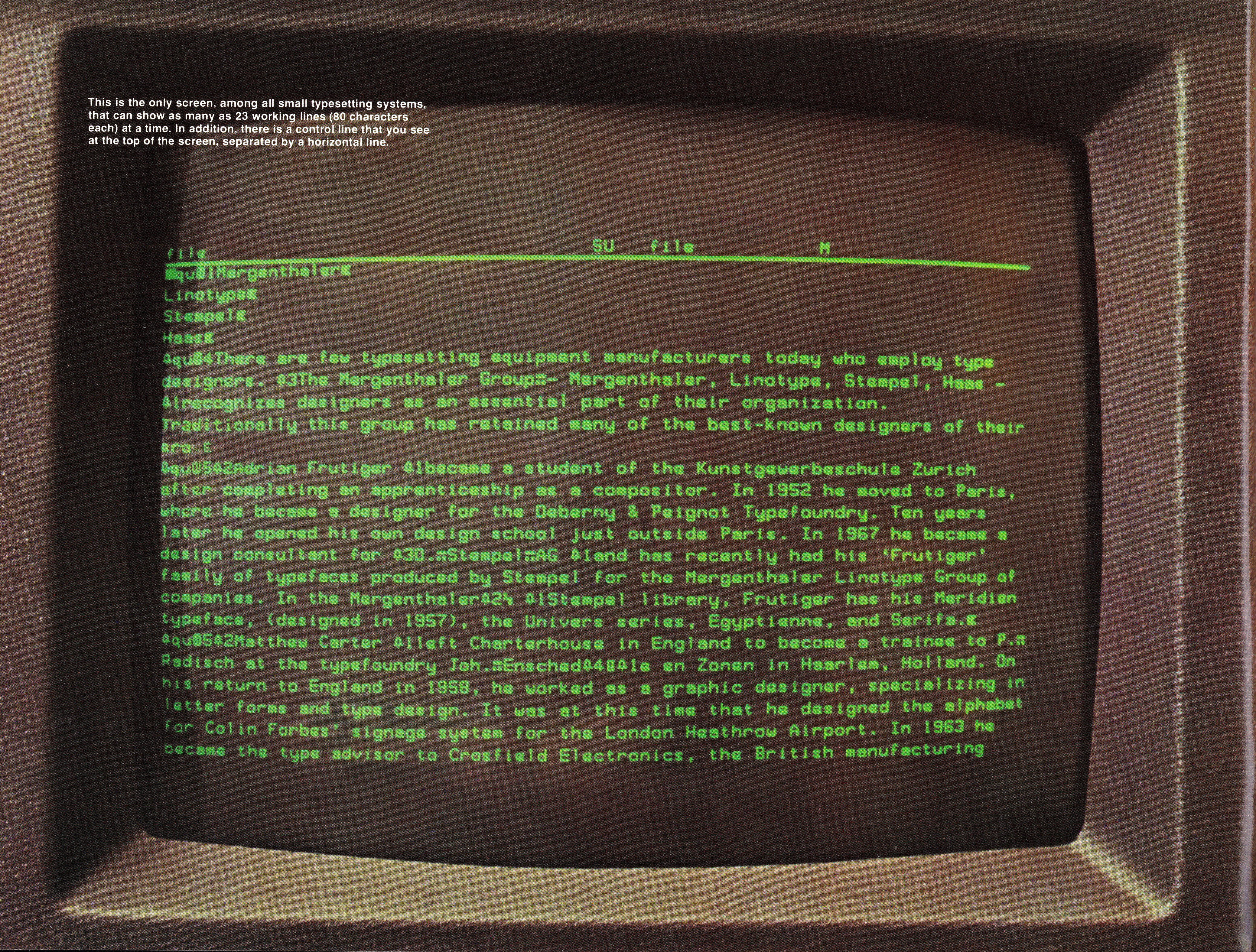
With paper tape, there was always the problem of finding room for all of those rolls. But storage is no problem at all with diskettes because they hold so much information so much more conveniently. A single, 8″ square diskette stores up to 290,000 keystrokes, the equivalent of almost half a mile of paper tape or 40 to 50 pages.

As many as 209 different jobs can be stored on one diskette and as many as 128 can be listed on the file index. Files can be any length; one file could take up the whole diskette.

There is no loading and reloading of paper tapes. No complicated, confusing, time-consuming keystroke acrobatics.



These 16 special format keys, located across the top of the secretarial keyboard, can tailor the Linoterm Typesetting System to your precise requirements. The result is a degree of operating efficiency which would otherwise be impossible. The keys, completely (and easily) programmable by the operator, are used to eliminate time-consuming repetitive keyboarding particular to your individual workload. Multiple-keystroke formats, often-used keyboard controls, customer formats and copy blocks you know will be used again can all be assigned a key. Whenever it's struck, the stored text or control functions are inserted automatically. This results in tremendous time savings and increased productivity.



This is the only screen, among all small typesetting systems, that can show as many as 23 working lines (80 characters each) at a time. In addition, there is a control line that you see at the top of the screen, separated by a horizontal line.

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file                                    SU   file            M
■qu@1MergenthalerE
LinotypeE
StempelE
HaasE
Δqu@4There are few typesetting equipment manufacturers today who employ type
designers. Δ3The Mergenthaler Groupπ- Mergenthaler, Linotype, Stempel, Haas -
Δ1recognizes designers as an essential part of their organization.
Traditionally this group has retained many of the best-known designers of their
era.E
Δqu@5Δ2Adrian Frutiger Δ1became a student of the Kunstgewerbeschule Zurich
after completing an apprenticeship as a compositor. In 1952 he moved to Paris,
where he became a designer for the Deberny & Peignot Typefoundry. Ten years
later he opened his own design school just outside Paris. In 1967 he became a
design consultant for Δ3D.πStempelπAG Δ1and has recently had his 'Frutiger'
family of typefaces produced by Stempel for the Mergenthaler Linotype Group of
companies. In the MergenthalerΔ2¼ Δ1Stempel library, Frutiger has his Meridien
typeface, (designed in 1957), the Univers series, Egyptienne, and Serifa.E
Δqu@5Δ2Matthew Carter Δ1left Charterhouse in England to become a trainee to P.π
Radisch at the typefoundry Joh.πEnschedΔ4■Δ1e en Zonen in Haarlem, Holland. On
his return to England in 1958, he worked as a graphic designer, specializing in
letter forms and type design. It was at this time that he designed the alphabet
for Colin Forbes' signage system for the London Heathrow Airport. In 1963 he
became the type advisor to Crosfield Electronics, the British manufacturing
```

Linoterm's unmatched display capabilities make unique contributions to your operating efficiency.

At first glance, all display screens appear to be the same. But the Linoterm screen delivers exclusive features such as 23 working lines and true split-screen mode, which make the total system more productive and profitable.

It is important to keep in mind that no one feature of a typesetting system can measure the total system's overall operating efficiency and productivity.

On the preceding pages, you read how unmatched word-management capabilities contribute to productivity. Now, consider the contributions made by the display screen. They too, are unequaled by any other small typesetting system.

The more you can see, the more you can handle. This is simply a matter of common sense, and it holds true when the operator views the screen.

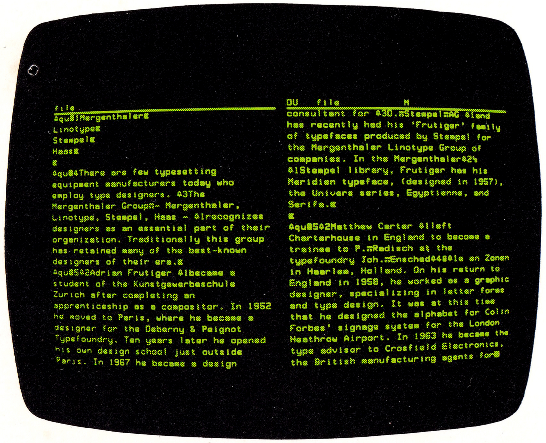
Unmatched working capacity: 23 vs. 13 lines.

However, compared to Linoterm, other small system screens do not begin to show nearly as many working lines. No comparable system displays more than 15; most display even less than that. But the Linoterm screen displays 23 working lines, each with 80 characters in an easy-to-read 14 point size.

The advantages are obvious. Because the more work you can enter, edit or review at one time, the faster and easier the working pace. The time that's saved quickly adds up and the job can be sent to the output unit many minutes or, on long jobs, perhaps many hours sooner than would have been possible on screens with limited capacity. Your productivity factor goes up again.

All other systems of this kind offer only one display mode: single-column. Only Linoterm's screen **also** offers both double-column and split-screen modes.

In the split-screen mode, each half is completely independent and can display 23 lines with 40 characters each. Copy can be input to either side through the keyboard or from diskettes. Either half screen can be scrolled in either the forward or reverse direction. Copy blocks can be easily moved from one side to the other with a single keystroke. It's like having two terminals in one — an enormous boost to operating range and efficiency.



```
file
4qu@1Mergenthaler■
Linotype■
Stempel■
Haas■
■
4qu@4There are few typesetting
equipment manufacturers today who
employ type designers. 43The
Mergenthaler Group¤- Mergenthaler,
Linotype, Stempel, Haas - 41recognizes
designers as an essential part of their
organization. Traditionally this group
has retained many of the best-known
designers of their era.■
4qu@542Adrian Frutiger 41became a
student of the Kunstgewerbeschule
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Paris. In 1967 he became a design
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DU   file          M
consultant for 43D.¤Stempel¤AG 41and
has recently had his 'Frutiger' family
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■
4qu@542Matthew Carter 41left
Charterhouse in England to become a
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Forbes' signage system for the London
Heathrow Airport. In 1963 he became the
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the British manufacturing agents for■
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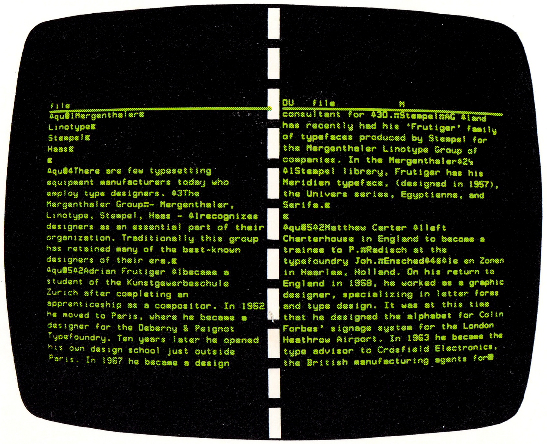
Here the screen is in the double-column mode with 46 lines, each 40 characters wide. Double-column allows you to see more working lines when creating short measure jobs like tabulation.



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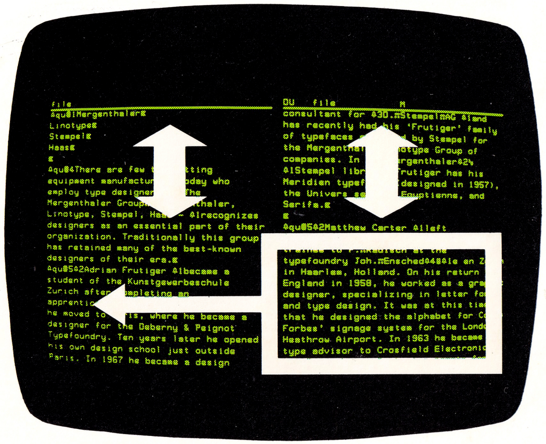
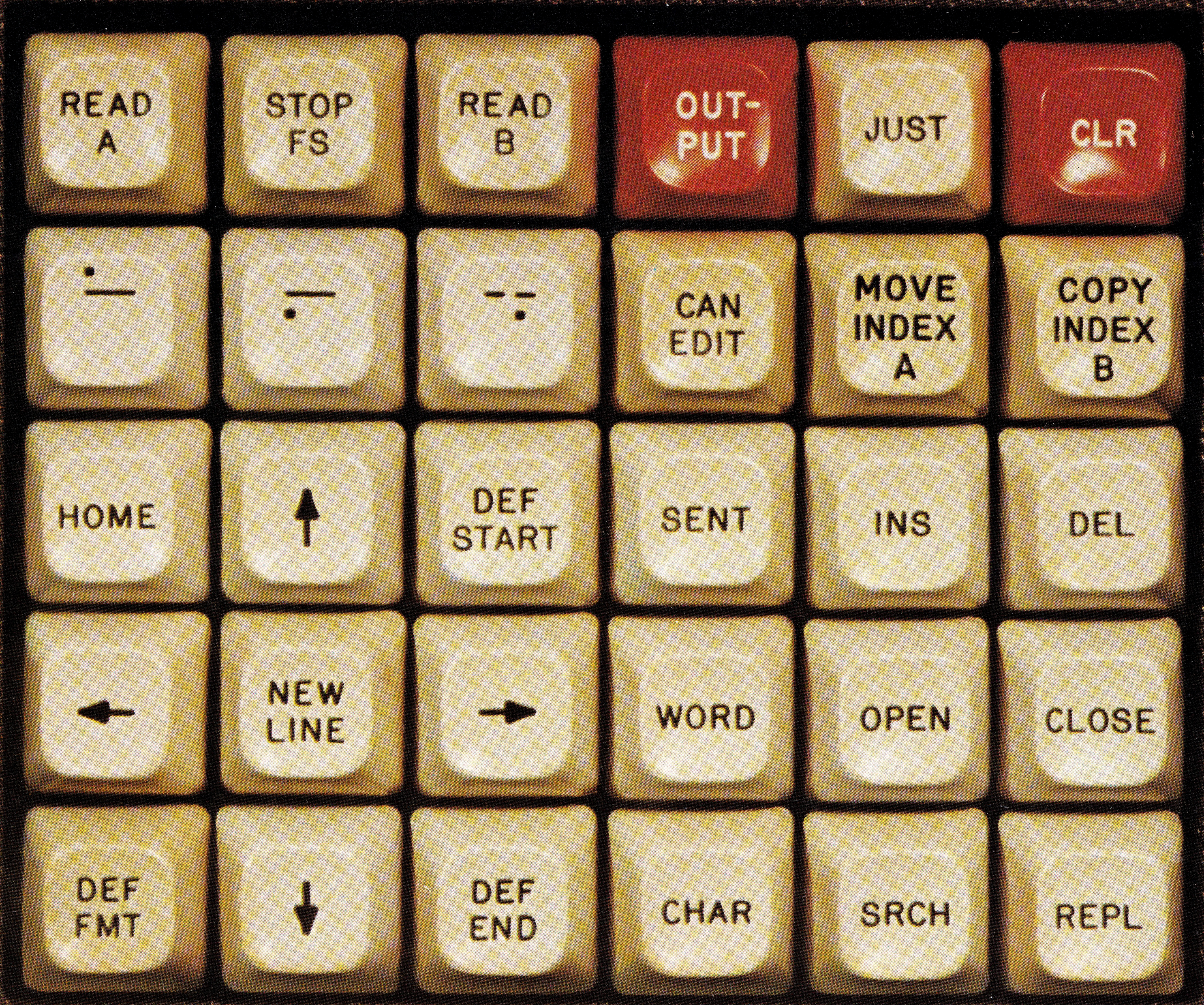
With split screen, you can set one job on the right and a second job on the left. Looking at the screen, you can then create a third job by combining parts from the right and left copy columns.



Split screen enables you to shift copy from either column. Scrolling capability is excellent. You can scroll an active job or an entire disk, moving copy up or down for rapid scanning or review.


READ A
STOP FS
READ B
OUT-PUT
JUST
CLR
CAN EDIT
MOVE INDEX A
COPY INDEX B
HOME
↑
DEF START
SENT
INS
DEL
←
NEW LINE
→
WORD
OPEN
CLOSE
DEF FMT
↓
DEF END
CHAR
SRCH
REPL

These are the 30 keys used to control editing, cursor movements and output operations. Because the Linoterm is so highly automated, a wider range of editing functions can be accomplished with just one or two keystrokes — saving operator time and speeding up throughput.

Linoterm's unmatched editing capabilities can edit more profitably into your operation.

Recognized authorities* in the graphic arts field report that "Linoterm is clearly head and shoulders above its competitors in editing features." No comparable system offers so much editing flexibility, ease and operating efficiency.

In any complete typesetting system, the vast majority of operating time is spent editing material prior to output to the typesetting unit. If you can't edit quickly and flexibly, a system's overall operating efficiency drops sharply.

Yet in many other small systems, emphasis has been placed on output features rather than on total throughput efficiency to which editing features can be principal contributors.

The Linoterm editing unit gives you an incomparable editing range. And no other small system has been engineered with so many automated features that finally eliminate so much of the complicated keyboarding — the source of needless operator confusion and wasted time.

With single strokes of special function keys on the editing keypad, characters, words, sentences, paragraphs, or complete copy blocks can be copied, deleted, moved, output, or replaced by a search field. To accelerate complex tabulated and indented assignments, there is an automatic indent program and 20 programmable tabs.

And only Linoterm makes it possible to edit one job at the same time you are typesetting another — **even if the jobs call for different typefaces and lens dressings on the output unit.** This is made possible by true multi-mode operation. Only Linoterm, among all the small systems, has it.

Formatting for more efficiency.

As mentioned before, the more formatting your equipment can handle automatically, the faster your operator can work. With Linoterm, 99 system formats can be stored on diskettes as part of any job. The formats can be of any length up to buffer capacity.

In addition, remember that Linoterm's 16 unique format keys are operator programmable so the system's formatting capability can be tailored to your specific workload. Seven hundred keystrokes are standard. Format segments can be any length up to total memory capacity.

The keyboard is completely operator programmable for even greater operating range and flexibility. A special Character Generator makes it completely practical to edit foreign language, mathematical and scientific/technical jobs you wouldn't have been able to consider accepting before.

With the Character Generator, you can reprogram into the 128-character set any character you happen to need for a particular job. Any of the figures, letters, and symbols stored in the Linoterm's memory can be called to the screen, enlarged 12 times; then a replacement character can be drawn on the 7 x 12 dot matrix with the cursor. The new character is entered and will replace the original character whenever its key is struck.

When there are repetitive corrections to make, Linoterm's Automatic Search/Replace saves all the time and trouble of finding and making multiple corrections. Instead, just one of the errors is located and corrected. Then the operator pushes the SRCH and REPL keys — and Automatic Search/Replace locates and replaces a string of as many as 39 characters wherever they appear throughout the job.

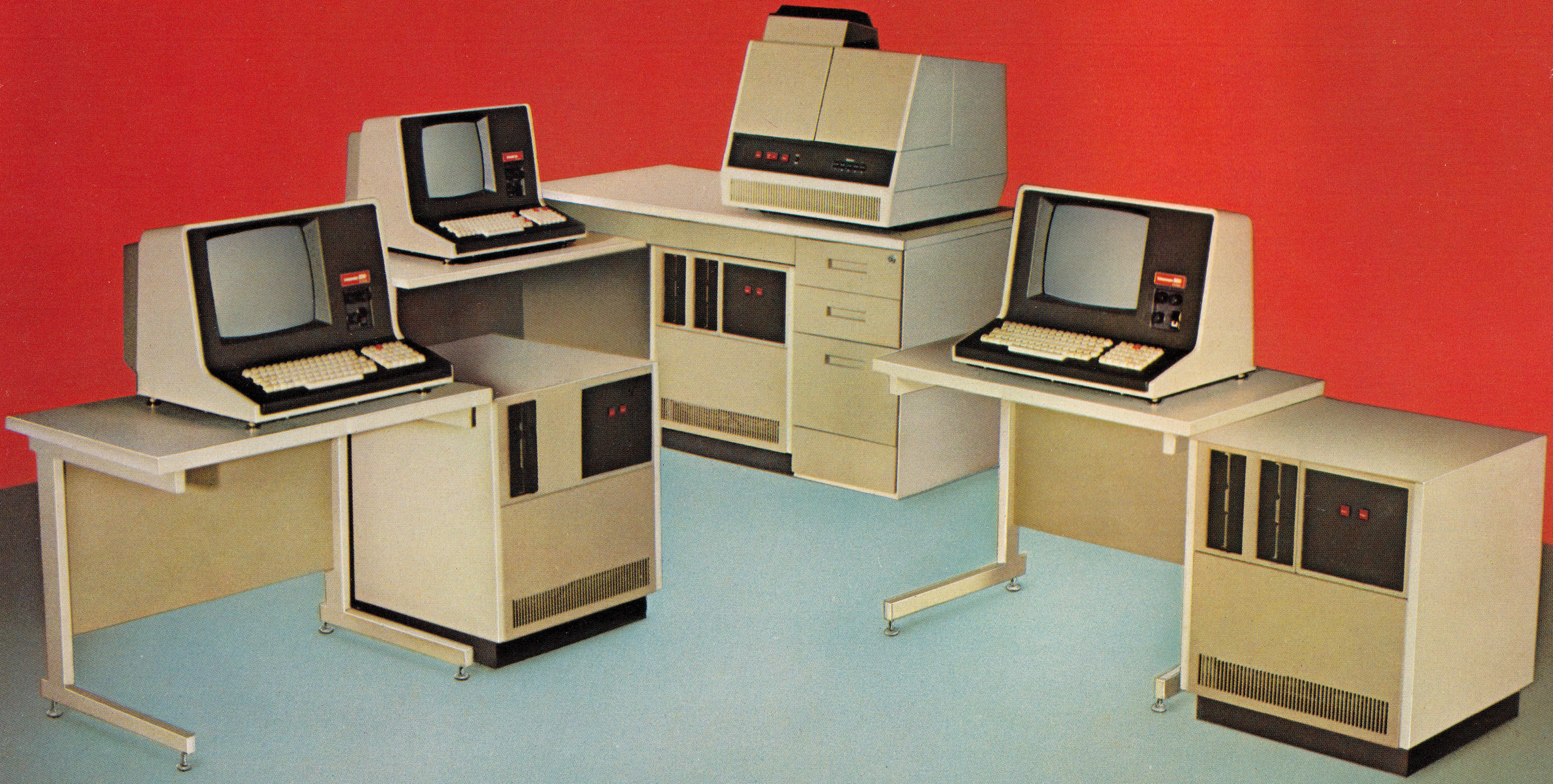
Justification that gives you options.

Depending on the type of composition a particular job calls for, any of 3 justification techniques might work most efficiently. We call them automatic, semi-automatic, and manual. Linoterm performs justification with operator intervention for hyphenation (a solution preferred by many authorities for systems of this kind).

A single stroke of this key cancels any existing edit block. Then, to save keyboarding time, any block of copy can be repositioned in its place in a matter of seconds. In split-screen mode, copy blocks can be moved from either half of the screen.

***Seybold Report,** Vol. 6, No. 23 supplement, page 1.

Here, the Linoterm is shown with two of our new MVP/2 diskette input/editing stations. This combined hardware can give you an operating range and productive capability that could possibly lead to major business expansion into new marketing areas.



Evolutionary Linoterm can also grow along with you through unmatched hardware compatibility.

For years, you've read about the modular engineering claimed by almost everybody in our field. It was true — to a limited degree. But it was never true to such a comprehensive extent as is now the case with Mergenthaler Linotype's equipment line.

The benefits you realize with an equipment line that offers modular engineering throughout are obvious. Modularity makes it possible for you to incorporate additional hardware capabilities without discarding existing equipment. By so doing, you can expand your operation to meet any new business opportunities — and do so at the lowest possible cost. However, modular engineering, if it is going to be more than a sometime thing, demands the total commitment of the manufacturer; calls for a carefully orchestrated engineering effort that produces true compatibility at every level of product development and manufacture.

Linoterm's twofold expandability.

Linoterm especially represents the expandability that has dominated Mergenthaler Linotype's engineering thrust for several years. Evolutionary Linoterm offers unmatched software expandability and unmatched potential for hardware expandability.

Certain hardware options have already been designed to expand Linoterm's productivity when your situation demands it. For instance, with the addition (performed in the field) of a second disk drive:

- your operating capacity doubles.
- the equipment can perform functions such as diskette-to-diskette copying completely automatically.
- and you can have all the advantages of a backup system, which makes it possible to recover jobs that have been lost or erased.

Advantages worth repeating.

But dual-disk drive's most remarkable advantages occur when you consider it in the context of Linoterm's true multi-mode operation and split-screen capability. When all of these capabilities come together, your productivity can take a quantum leap forward. Now, two operators can work simultaneously on the same job to halve editing time. Or they could **each** work on two separate jobs, together editing two jobs while simultaneously typesetting two other jobs — even though all four jobs require different typefaces and sizes.

Additions that will help you market more aggressively.

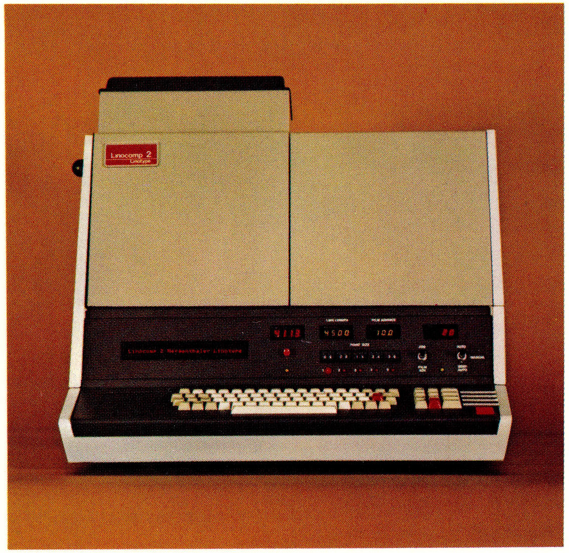
Now, consider the dramatic potential of the new MVP/2 input/editing stations as off-line editing terminals that can record floppy diskettes for the Linoterm Typesetting System. With MVP/2s, diskettes can be prepared at several distant locations simultaneously.

The implications are startling. For instance, you might install an MVP/2 station in the offices of a steady client who generates enough business to warrant on-the-spot inputting and editing. Once approved, you send the diskette to your shop for phototypesetting on the Linoterm — and run it.

MVP is the key.

The Linoterm is a marriage of our remarkable MVP Editing System that delivers so much front-end capability, with our high-quality Linocomp 2 output unit at the back end. The MVP is the key to Linoterm's expandibility — and to the expandibility of any of our customer's capability.

If it's Mergenthaler Linotype equipment, it's engineered to grow with your growing needs.



Mergenthaler Linotype's low cost Linocomp 2 is a little system designed to deliver excellent output quality in operations that require relatively modest word-management and editing capabilities. An MVP/2 can upgrade it to Linoterm levels.

Darwin would have approved the evolutionary Linoterm. So will you.

Darwin's **Origin of Species** led to the conclusion that evolution resulted in the survival of the fittest. You'll come to the same conclusion about the Linoterm Typesetting System from Mergenthaler.

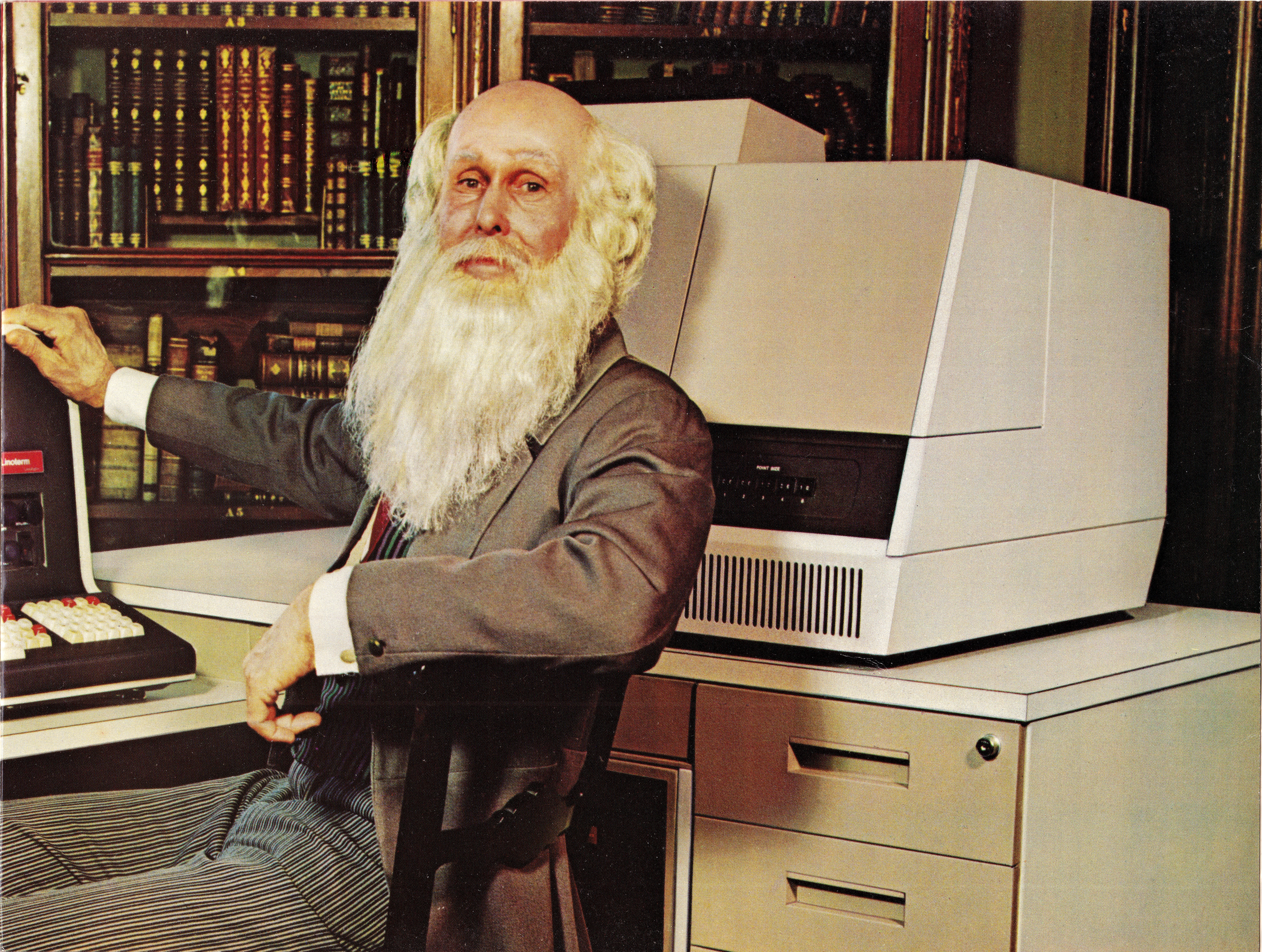
With Linoterm's evolutionary ability to adapt to higher performance levels with inexpensive floppy diskettes, your operation will remain among the fittest for years to come.

However, before you decide in favor of Linoterm, carefully compare it with other small systems. Then ask yourself these questions: Do they offer as many word-management capabilities — present **and** future — as evolutionary Linoterm? As many editing capabilities? As many screen-display capabilities? Can they deliver the degree of overall operating productivity made possible by Linoterm's unmatched front-end capability? Can they handle as many different kinds of jobs? True multi-mode operation? Or give you the creative range of the world's most comprehensive typeface library?

The answer to all of these questions is probably "no."

Which is why we sincerely believe your answer will be "yes" to the evolutionary new Linoterm Typesetting System from Mergenthaler Linotype, a leader in graphic arts equipment since 1886.

To arrange for either a demonstration or a meeting with one of our Sales Representatives, call (516)752-4197.


Linoterm
POINT SIZE

LINOTERM SYSTEM SPECIFICATIONS

DISPLAY

Screen Size
14-inch diagonal

Screen Capacity
24 lines (including the control line) of up to 80 characters

Display Formats
(1) Single column, 23 lines of 80 characters
(2) Dual column, 46 lines of 40 characters
(3) Split screen, 23 lines of 40 characters for each side

Character Set
128 characters and symbols, programmable by the operator

Character Size
Approximately 14 points constructed on a 7x12 dot matrix

File Index
Can be displayed on screen, 209 files per diskette

Display (Refresh) Memory
3,200 displayable characters in 4K memory standard, 7,040 optional

Typesetting Parameters
Displayed in control line

CONTROL AND EDITING FUNCTIONS

Cursor
Left, right, up, down, home, new line, control, text, text right (for split screen)

Edit Blocks
Define start, define end, character, word, sentence, define edit blocks to be deleted, moved, copied, output

Delete
Single keystroke deletes edit block

Insert
Opens a single space within a line

Open
"Opens" text for additional insertions

Close
"Closes" text with word wrap-around

Move
Any defined copy moved by single keystroke to new location defined by cursor

Copy
Same as move, except copy is not deleted

Cancel Edit
Cancels any existing edit block

Search
Automatic memory search for a string of characters (up to 40), which matches the first string in the control line. Virtual scrolling and global search standard features

Replace
Replaces edit block with the second string of characters (up to 39 minus the search string)

Scrolling
Active job or entire diskette

Store and Recall
Any data, control, and editing functions may be stored in up to 16 "format" areas and recalled by a single keystroke. 700 codes are standard. Additional codes available through operator re-programming. Format segments any length up to total memory capacity. Formats can be stored on diskette and recalled by a file name

Justification
Three modes: manual, semi-automatic, automatic

INPUT/OUTPUT

Input
Keyboard or floppy diskette

Output
On-line to typesetter — 4 faces and 5 sizes from 6 to 36 point on line.
14 sizes available. 45-pica line length. Uses Linocomp fonts

Simultaneous Input/Output
Input and edit one job and typeset a different job at the same time

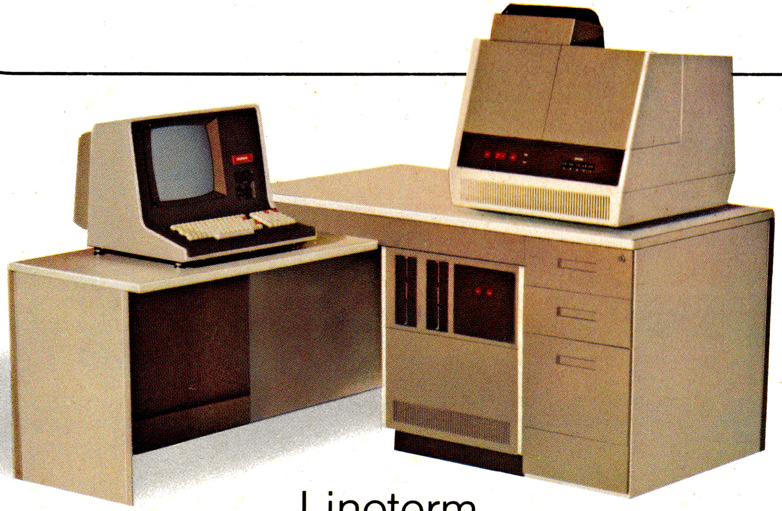
Accessories
Desk and copyholder are available as options

Programmable Memory
(1) Program Memory: 8,192 locations, (accessible and operator programmable)
(2) Data Memory: 4,096 RAM (accessible and operator programmable) including format and buffer memory

Optional
(1) Second floppy diskette drive
(2) Additional 4K refresh memory

Miscellaneous
Controller: Proprietary Mergenthaler Microprocessor
Electrical Requirements: 120 VAC, 50-60 Hz, 15 AMPS or 240 VAC, 50-60 Hz 8 AMPS
Size/Weight: Keyboard Terminal — 22″W 21½″D 16¼″H; 55 lbs.
Size/Weight: Console — 22″W 25¼″D 24″H; 175 lbs.
Size/Weight: Typesetter — 25″W 23″D 23″H; 175 lbs.

Environmental Requirements
Temperature: 65°F-90°F
Humidity: 25%-85% RH (non-condensing)



Linoterm
The evolutionary typesetting system.

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